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CONSUMER TIME

R-62

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agencies working for consumers.

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1. SOUND: CASH REGISTER .. RINGS TWICE .. CLOSE DRAWER.

2. WOMAN: That's your money buying food.

3. SOUND: CASH REGISTER.

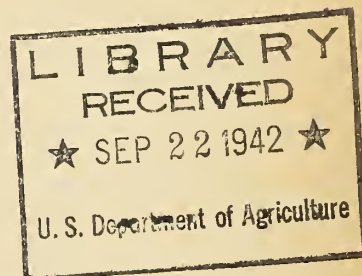
4. MAN: That's your money paying for a home.

5. SOUND: CASH REGISTER .

6. WOMAN: That's your money buying clothes.

7. MAN: Buying you a living in wartime.

8. SOUND: C SH REGISTER .. CLOSE DRAWER.



9. MONTGOMERY: Hello, This is Dan Montgomery - your Consumers' Counsel, in the Department of Agriculture at Washington. Have some important facts for you today about that "living in wartime" we speak of each week. The living of the man behind the gun - and the woman behind him. Today's CONSUMER TIME program is sort of a tribute to the woman who will probably celebrate Labor Day this year by filling her husband's lunch box as usual - and sending him off to a war factory. But wait - before we go any farther, let's welcome back our inquiring consumer, just returned from her vacation. Mrs. Evelyn Freyman ----

10. FREYMAN: Hello, fellow consumers.

11. MONTGOMERY: And our consumer reporter, Johnny Smith ---

12. JOHN: Greetings, Mrs. Freyman. You certainly look as if you had a good time.

13. FREYMAN: I had a wonderful time, Johnny.

14. JOHN: Where did you go?

15. FREYMAN: To Bridgeport, Connecticut, where they make lots of war things.

16. JOHN: Doesn't sound like much fun - for a vacation. Isn't everybody there working pretty hard?

17. FREYMAN: Everybody's working very hard, Johnny - and that started people thinking.
18. JOHN: Thinking about what, Mrs. Freyman.
19. FREYMAN: Haven't you heard of the Bridgeport plan?
20. JOHN: Can't say I have.
21. FREYMAN: That's a plan to get better lunches. Their slogan is - "Pack a lunch a man can work on."
22. JOHN: And - are they doing it?
23. FREYMAN: You should see the way they've been working at it! All kinds of people . . . the woman next door, city defense officials, a newspaper. Most everyone. They've even got factory workers munching on carrots and turnip sticks, drinking milk.
24. JOHN: My gosh! How did Bridgeport ever get its men to change their eating habits like that?
25. FREYMAN: Well, it's quite a story, Johnny? Want me to tell it?
26. JOHN: Sure - go ahead.

27. FREYMAN: Well, as you probably know, Bridgeport is a town with people that have come to America from many different countries. But Americans, all of them. Seventy-five thousand of them at work in the war factories. And each different national or religious group had its own ideas of what makes a good meal. And, since most of those workers carried their lunch, that meant nearly seventy-five thousand lunches packed in Bridgeport every day.

28. JOHN: Good lunches?

29. FREYMAN: Now that was the trouble. Some were, and some weren't. And the Civilian Defense Council was getting sort of worried about it. So they called a meeting of the Health Division to present the facts ----

(PAUSE)

30. DOCTOR: (FADING IN) We know that some of the workers in this city aren't getting the kind of food they need to help them do their best job on the assembly line.

31. WOMAN: (HECKLER) Have you any proof, Doctor, that different foods would turn out more planes and munitions?

32. DOCTOR: I have a report right here from the Defense Health and Welfare Services, in Washington. They say that at least eighty million working days can be saved this year if war workers keep fit.



33. WOMAN: But that doesn't answer my question, Doctor. What I want to know is - how much has food to do with keeping war workers in good health?
34. DOCTOR: Food is probably the most important thing.
35. WOMAN: But Doctor -----
36. DOCTOR: You see, we aren't talking now of curing the sick, but of helping to build men with stamina and vigor. That takes food - plenty of the right kind of food. And, as the Government says, one-third of every day's food should be packed in the lunch box.
37. MRS. OLSON: I don't believe we women realize how important that lunch box meal is. Most of our husbands want food that fills them up.
38. DOCTOR: Well, that's where you're wrong. It isn't enough just to feel full after you've eaten. You can be full of food but if it isn't the right kind your body will go hungry for some of the nourishment it needs.
39. WOMAN: But we can't change people's eating habits.
40. DOCTOR: I'm not saying we should change them. Seems to me the democratic way is to let the people change their own eating habits.
41. WOMAN: Change their own!

42. DOCTOR: Sure. They'll do it - if you just give them a chance. Teach them which foods are muscle builders-
43. WOMAN: Oh, you'll never get anywhere that way. It'd take forever to try to educate them. Why, the war will be over before -----
44. MRS. OLSON: I disagree with you. I think we should try the doctor's plan. I'd like to learn how to pack a better lunch for my husband.
45. 1ST WOMAN: But how do you propose to reach these workers and their wives who fix their lunches?
46. DOCTOR: Well, first, I think, we ought to make a survey of the present eating habits in Bridgeport. Go into the lunch-rooms - the factories - the homes.
(F.DING) Find out just what people are eating.
47. SOUND: R.P. ON DOOR. DOOR OPENS.
48. OLSON: Good afternoon. Mrs. Paletti?
49. PALETTI: Si.
50. OLSON: I'm Mrs. Olson - from the Civilian Defense Council.
May I come in and talk with you for a minute?
51. PALETTI: Si - you come in.
52. SOUND: DOOR CLOSES.

53. OLSON: I won't stay long. I know you're getting dinner ready. (SNIFFS) And it smells mighty good.
54. PALETTI: (PLEASED) We have spaghetti.
55. OLSON: I enjoy good Italian spaghetti. Do you eat it every day?
56. PALETTI: No. Sometime we have ravioli.
57. OLSON: Howabout fish? We Scandinavians like our fish.
58. PALETTI: Joe no like fish.

58. OLS N: Well, maybe he would like it - if he tried it. My
husband didn't like spaghetti till ---
59. PALETTI: (SUSPICIOUSLY) What you want? Why you come here?
60. OLSON: Well, we're trying to find out what kinds of food the
war workers here in Bridgeport eat, and I hope you
will help us Will you?
61. PALETTI: Maybe. What you want?
62. OLSON: Well, first I'd like to ask you whether you pack a
lunch for your husband to take to work.
63. PALETTI: Si - I pack lunch every day.
64. OLSON: Well, would you mind telling me what you put in the
lunch?
65. PALETTI: Sandwiches.
66. OLSON: What kind of sandwiches?
67. PALETTI: Salami..... jelly.
68. OLSON: What kind of bread?
69. PALETTI: Italian bread.
70. OLSON: Never enriched bread - or whole wheat?
71. PALETTI: No. Why you ask?
72. OLSON: Because those breads would give your husband more strength

73. PALETTI: My husband very strong.
74. OLSON: I know, but some foods will make him even stronger.
For instance - fruits and vegetables. Do you ever
put any fruits or vegetables in your husband's lunch?
75. PALETTI: No... I tell you sandwiches.
76. OLSON: Well, what does your husband take to drink?
77. PALETTI: Coffee.
78. OLSON: I see. Does he ever drink milk?
79. PALETTI: No! Joe drink what he like. Joe eat what he like.
He too.
80. OLSON: Yes, but ---
81. PALETTI: You no come here tell us what to drink - what to eat.
Like M_ussolini tell people in Italy. Like Hitler
tell people.
82. OLSON: No - we don't intend to ---
83. PALETTI: This free country. Joe and me - we free Americans!
84. OLSON: Yes, of course, but ---
85. PALETTI: I pack the lunch for Joe ten year. I got right to
pack same lunch ten year more if I like.
86. OLSON: Yes, Mrs. Paletti - you're right.

87. PALETTI: Huh? What you say?
88. OLSON: Every American has the right to be weak instead of strong - if he wants to. But the person next door has a right to be strong instead of weak - if he wants to.
89. PALETTI: Then why you no go see person next door?
90. OLSON: All right, Mrs. Paletti. I will.
91. PALETTI: All right.
92. SOUND: DOOR OPENS.
93. PALETTI: You go ask question next door.
94. OLSON: Well, thank you for letting me come in, anyhow.
95. PALETTI: Goodby.
96. OLSON: Goodby.
97. SOUND: DOOR SHUTS, WITH A SLAM.
98. JOE: (AS DOOR SHUTS. OFF) Angela ---!
99. SOUND: LOUD RAPPING ON DOOR. DOOR OPENS AGAIN.
100. PALETTI: Joe - I did not see you!
101. JOE: (FADING IN) Who was that just went out?
102. PALETTI: That was busybody - asking too much question. She think she tell us what to eat.

103. JOE: Bad! They come pushing noses into factory too. Right into lunchbox!
104. PALETTI: Why, Joe? What they want? What they say to you?
105. JOE: They no say much to me. I no talk. But Tony D'Orrio - he like friends with them. And what you think is in Tony's lunchbox?
106. PALETTI: What?
107. JOE: Green peppers!
108. PALETTI: Raw?
109. JOE: Si - raw green peppers!
110. PALETTI: To eat like rabbit?
111. JOE: (LAUGHING) Si - like rabbit. That is what we tell to Joe. We call him rabbit, but Joe no care. He say he no work like rabbit. He work like ox. Joe - he very strong.
112. PALETTI: Where you put your lunchbox?
113. JOE: Here. And here newspaper. You read it.
114. PALETTI: You no want to read?
115. JOE: No. My eyes - they too tired. They hurt - from working too hard.

116. PALETTI: Then I read paper to you.....

117. SOUND: NEWSPAPER UNFOLDED.

118. PALETTI: Joe!

119. JOE: What?.

120. PALETTI: Look here - this picture!

121. JOE: Why - that looks like Tony's wife!

122. PALETTI: It is! See - it say "Mrs. Anthony D'Orrio - Kitchen Soldier for this week."

123. JOE: "Kitchen Soldier" ---? What is that?

124. PALETTI: Wait! It says - "Each week a different Bridgeport woman will be chosen to share with you her ex... experiences in packing good lunches" ---!

125. JOE: Good lunches! Rabbit food?

126. PALETTI: Joe - listen to this! "Mrs. D'Orrio puts crisp raw green peppers in the lunch boxes for her husband and her two sons. Peppers contain Vitamin A and Vitamin A helps for good eyesight."

127. JOE: Good eyesight! Green peppers?

128. PALETTI: If Mrs. D'Orrio say so, Joe, it got to be true. Mrs. D'Orrio - she very smart woman.

129. JOE: Angela - maybe that is why Tony see so good. Why you no put peppers in my lunchbox?

130. PALETTI: I will put peppers in, Joe. Tomorrow I go see Mrs. D'Orrio - ask her what else food she put in Tony's lunch to make him so strong.

131. JOE: Si! Si, Angela. Is good. Maybe I can work so hard like Tony - no?

(PAUSE)

132. FREYMAN: (ON CUE) So that's the way it happened, Johnny, that the women of Bridgeport got interested in packing a lunch a man can work on.

133. JOHN: And how did it all turn out, Mrs. Freyman?

134. FREYMAN: Well, we don't know all the results yet. But we can say that there isn't a single woman in Bridgeport who hasn't heard that what goes into a lunchbox makes a big difference in the man she's feeding.

135. JOHN: Well, that's a pretty big accomplishment. And the best thing about it is - I should think any town in this country could do the same thing.

136. FREYMAN: Of course they could - if all the people would just get together. Or even if a few of them would get together and get the idea started.

137. JOHN: Well, let's see, now - just what should be packed into a lunch that packs a punch?
138. FREYMAN: Doesn't the Bureau of Home Economics have some suggestions about that?
139. JOHN: Yes, they do. They say every lunch should contain - first, some milk - either in food or drink.
140. FREYMAN: How do you mean - milk in food?
141. JOHN: A custard, maybe - or some kind of pudding. There are lots of things you can pack in a lunch if you use a little glass jar or a paper container. Baked apple with cream ---
142. FREYMAN: Or salads ---
143. JOHN: Sure. Or you might put a milk soup in the vacuum bottle - cream of tomato soup, or clam chowder ---
144. FREYMAN: Why, I never thought of packing things like that in a lunch!
146. JOHN: Makes box lunches a lot more interesting - and more nourishing too. Variety is definitely the spice of a lunchbox.
146. FREYMAN: Well, what else should be in it, Johnny - besides milk?

147. JOHN: Sandwiches are always a good thing to have - if they're made of the kind of food that packs a punch.
148. FREYMAN: You mean whole wheat or enriched bread?
149. JOHN: Yes, and you can get plenty of variety there too. Pumpnickel, cracked wheat, rye, brown bread, enriched white with raisins ---
150. FREYMAN: And what should be inside of those sandwiches?
151. JOHN: Something that builds muscle - cheese, left-over meat, fish, peanut butter, eggs... And all those things can be spiced up with chopped onions or olives - or pickles, or watercress. Lots of things.
152. FREYMAN: Milk - nourishing sandwiches ---
153. JOHN: And at least one kind of fruit and a vegetable - and if it's raw, so much the better.
154. FREYMAN: You mean - like carrot sticks ?
155. JOHN: Yes - or you might stuff celery with cheese. Or make a vegetable salad to go in that little glass jar.
156. FREYMAN: Good idea..... Any other pointers?
157. JOHN: Yes.... You ought to plan that lunch the day before - so you can buy or cook enough food for your dinner to leave some over for the lunchbox. You know, a thermos full of stew tastes mighty good on a cold day.

158. FREYMAN: Uhhunh. Certainly would.
159. JOHN: And make sure all the food in the lunchbox is fresh.
And make it look fresh by wrapping each piece separately.
160. FREYMAN: All right..... You know, Johnny, what I'd like to have?
161. JOHN: What?
162. FREYMAN: A Consumer Tips card for my recipe file - with all these rules and suggestions on it.
163. JOHN: Guess we can do that. Can't we, Mr. Montgomery?

164. MONTGOMERY: Sure we can, Johnny. We'll do everything we can to see that the war workers in this country get the kind of food they need. You know, this isn't just a job for every woman who packs a lunchbox. Nor just for the people in the towns where guns and planes and tanks are being made. This is a job for the whole country - you and me, and the fellow in the big house on the hill, who never ate a box lunch in his life.

The future of all of us depends upon that food. Our chance of victory in this war. What goes into those lunchboxes has a lot to do with what comes out on the factory assembly line.

England realizes that. She realizes it so well that she's rationing her precious body-building foods according to the job they have to do. Cheese, for instance. Factory workers and miners and harvesters are allowed to buy three times as much cheese as are people like you and me who don't need such strong muscles to do their war jobs.

That's the way England's planning to pack a punch into lunches. And she's not just planning it for now - while war's on. She's planning to provide better, healthier meals for all her people - in the peace that is to follow.

(MORE)

Today our soldiers are getting the best meals we can give them. But we've got to see that our soldiers of industry are well fed too - if we expect to have the planes and tanks ready for the soldiers at the front when they need them.

Those soldiers of industry are just as necessary to the war effort as our fighting men. For every soldier behind the firing line there are five men busy behind the line. And for nearly every one of those there is somebody who packs a lunch. If she packs a good one, she's helping to put the power into manpower. If she packs a bad one, she's helping to sabotage America's chance for victory.

So I think we'd better get busy - don't you - and see that every lunch packed in America is a lunch a man can work on?

165. FREYMAN: I think you're absolutely right, Mr. Montgomery. I hope that every lunch-packer in this country will do what the women of Bridgeport are doing.

166. MONTGOMERY: Well, we'll be glad to do everything we can to help them.

167. FREYMAN: I think the biggest help - the thing we all need most - is definite suggestions for lunchbox meals.

168. MONTGOMERY: Then we'll have those Tips cards printed up right away. Have them ready as soon as you write in for them.
169. FREYMAN: And all we have to do is write to the Consumers' Counsel, Department of Agriculture - Washington, D.C?
170. MONTGOMERY: That's all. Our announcer will give you complete directions in just a few seconds.
171. FREYMAN: Good And - what are we going to have on next week's CONSUMER TIME?
172. MONTGOMERY: Well, we've been getting a lot of questions lately about first aid kits and what we should have in our medicine cabinets. How would it be if we made that our subject for next Saturday?
173. FREYMAN: Fine. I'd like to hear about that myself.
174. MONTGOMERY: Then Home Medicine Cabinets it is.
175. ANNOUNCER: So listen in next week - same time, same station - for the facts on what you should have in your medicine cabinet, presented by your Consumers' Counsel in the Department of Agriculture in cooperation with other Government agencies working for consumers. And - for your copy of the Tips on how to pack a lunch that packs a punch - write in to your Consumers' Counsel - Department of Agriculture - Washington, D.C. Give

(MORE)

your name and address and the call letters of your radio station.

Heard on today's program were:

CONSUMER TIME is a public service of NBC and has come to you from Washington.

This is the National Broadcasting Company.

